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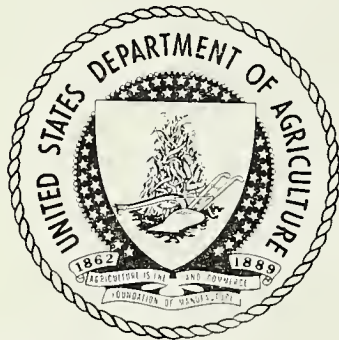
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# Let's Do A Window Exhibit

For National 4-H Club Week

By Duane I. Nelson Visual Program Leader

National 4-H Club Week will give you in 4-H a chance to pass on to other members, non-members, parents, and the community what you have learned in 4-H. You have learned from 4-H by doing, others can learn by seeing--seeing the good exhibit you put in a store window. Because most 4-H exhibits shown during club week will be in store windows, or other prominent places, they will have to be good to get attention.

## THE EXHIBITS COMMITTEE

The exhibit for National Club Week should be a club project. The club president should appoint an exhibits committee of three. The committee, with the assistance of the leader, can arrange for a window, plan, prepare and set up the exhibit and take it down. The number of exhibits set up during Club Week will depend on the number of clubs willing to roll up their sleeves.

## WHERE TO BEGIN?

Remember how you had to plan when you started your project? You need to plan for your exhibit, too. You must decide:

- Your audience--Who you want to know your story.
- The purpose of your exhibit--Why you are exhibiting.
- The subject--What you are exhibiting.
- The location--Where you are exhibiting.
- The construction techniques--How to prepare or build the exhibit.

## PIN POINT YOUR AUDIENCE

For your exhibit, select one audience. The treatment and the message of your exhibit are different for an exhibit meant for parents of non 4-H'ers from an exhibit meant for 4-H boys and/or girls.

If you select non 4-H boys as your audience, then you select the subject and the message and build your exhibit along the lines that will interest them. If you have a good exhibit others will be interested in it too. But your primary concern is the audience you want to reach--parents of non 4-H'ers, parents of 4-H'ers, other 4-H boys and/or girls, or non 4-H boys and/or girls.



## YOUR EXHIBIT SHOULD DO SIX THINGS:

1. Get attention--it must shout "Hey, look!"
2. Arouse and hold interest--"This could be you!"
3. Create a desire to do or make the thing you are exhibiting--  
"It's easy the 4-H way."
4. Convince your audience that it can be done--"Sure you can be  
a 4-H'er."
5. Get your audience to do what you are suggesting--"Join 4-H  
today."
6. Tell a complete simple story at a glance--"Here's how we  
fixed it."

## TWO KINDS OF EXHIBITS

Consider the two types of educational exhibits--one, promotional and the other, subject matter or "how-to-do-it."

The promotional exhibit tells your audience what 4-H is, what it stands for, its aims, and goals. The subject matter or "how-to-do-it" type may show and tell about a project. In this, you select some phase of your project and show, step by step, such things as how to make a rope halter, prepare vegetables for freezing, lay out a pattern, or practice first aid.

Whatever topic you choose, hold the exhibit to one idea; use only one phase of your 4-H program. If you select some phase of first aid, use one idea--treating a cut or a burn, or you might show what material to include in a first aid kit. This exhibit would be subject matter. If you are planning a promotional type, in which you want town or city boys to join 4-H, pick a project in which an urban boy would be interested, such as photography.

When you have decided what you are going to exhibit and for whom, next think about how you are going to show the one idea you have chosen.

## YOU HAVE A STORY TO TELL

A book without a plot would be dull reading, like trying to read the dictionary. An exhibit without a story or message is as dull. And like a book, the exhibit must have an appealing title that will make you want to see the rest of your exhibit; not just a label such as "Photography Project," but an interesting attractive title such as "Want To Be A Shutter Bug?" or "See The Birdie?"

In an exhibit, this is known as the "Hey, Joe!" If you were at school and you saw Joe across the school yard and wanted to remind him of the 4-H meeting that evening, you would shout, "Hey, Joe!" This would get Joe's attention. Then you would tell him, "Don't forget the 4-H meeting tonight." You gained Joe's attention, then you gave him your message. This is what any exhibit must do.

In a photography exhibit, if you selected the title or caption "See the Birdie," you would need a message. Such as, "Photography is fun," "Join a 4-H Photography Club," or "Join in the fun!" In the exhibit you could show good photos the club members have taken, which would include different kinds and types of photos of people, animals, landscapes, and activities. The activity photos would point up the fun of being a 4-H "Shutter Bug." There are many ideas for exhibits in any one of the projects. With a little imagination and brainstorming on the part of the committee, you can come up with good exhibit ideas.

CHOOSE YOUR LOCATION

Before you go much further you should decide where your Club Week exhibit should be placed to reach your selected audience. Possible locations are:

Exhibit Case at School	Drug Stores
Department Stores	Camera Shops
Post Office	Hardware Stores
Banks	Garden Stores
Electric Company	

If you choose photography as your exhibit for club week, camera shops or drug stores might be the logical place. A clothing project might be shown in a department store window. A promotional 4-H exhibit could be set up at school, in a bank, or in the post office. In small communities the place could be a country store, the court house, or the window of a cafe. The audience you are trying to reach will determine the best location.

AND NOW "THE HOW"

But, before you pick up a hammer or saw or begin to gather your exhibit material, make a sketch or a model of your plan. Too many exhibits are "put up," with no pattern to follow.

You need a pattern or a model in which your design has been planned. When you use a definite design or pattern, you lead the audience step by step throughout your exhibit. Remember to keep the design simple!

Beware of clutter. Clutter is the worst enemy of an exhibit. The fewer elements included the better.

The patterns and contrasts you can achieve with two or three well-related objects have more dramatic impact than you can get from many objects.



A pattern is a valuable ally. If you have three things to show, try displaying them at different heights. If you display several objects, pick out the most important one and build the design so that the subordinate objects focus the visitors' eyes on the important one.

### EXHIBIT AT EYE LEVEL

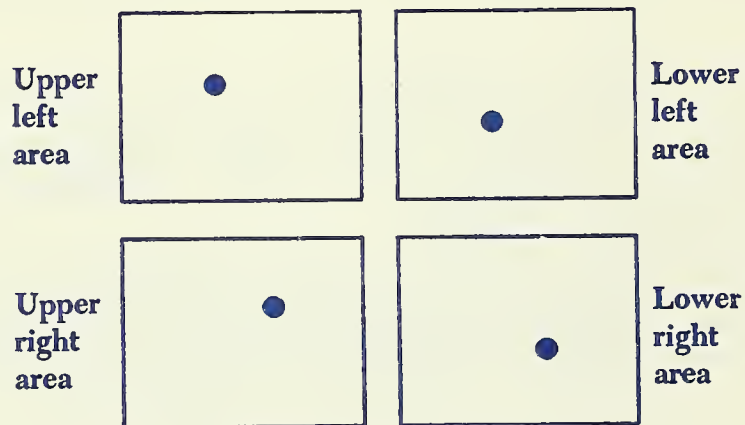
We see best at eye level. Too many exhibits in window displays show the objects on the floor of the display window. Eye level for most people is about 5' 3". Pictures and objects should not be higher than 7' 3" or lower than 3'. To get your displayed material off the floor of the window in which you are exhibiting, use risers. A riser is any box-like object, round or square, with varying heights upon which to display objects. These risers can be placed to fit your design.

What can I use for risers?

Shoe box	Ice cream container
Oatmeal box	Nailkeg
Coffee can	Mover's barrel



To attract people to your exhibit, take advantage of the point of interest or "hot spot." There are four possible hot spots in your exhibit.



**POSSIBLE HOT SPOTS**

Use only one point of interest or hot spot, then build your design or direction from that point of interest.



Never use "dead center" as the point of interest. Dead center is what the term implies--dead. Your exhibit must have direction. From dead center there is no place for your eye to travel to give the exhibit balance and direction.

Plan your design starting with the point of interest. Your design could be an "S" or any one of several other simple figures. If you use an "S" design, your point of interest will be in the upper right corner of your rectangle.

Other designs could be: Z

C

REVERSED "C"

Sleepy V - <

Reverse C - 3

Reverse S - 2

Check - ✓

Point of interest  
or hot spot



### IT'S WHAT'S UP FRONT THAT COUNTS

First the background--window displays are set up in units. You need a background to frame your exhibit within the window. Don't put your exhibit to the back of the window but bring it to the front, where it will be readily seen.

If you are fortunate enough to be using one of the large department stores, or stores having regular window displays, the window decorator for the store may have backgrounds and other props you may borrow. The decorator is also a good resource person to help you plan.

### BACKGROUND IDEAS

The three simplest background shapes are:

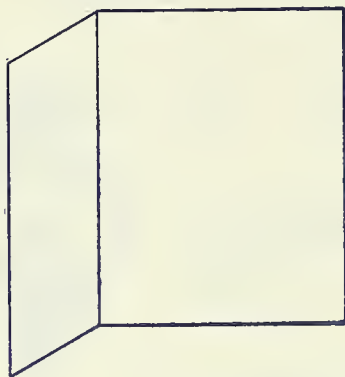
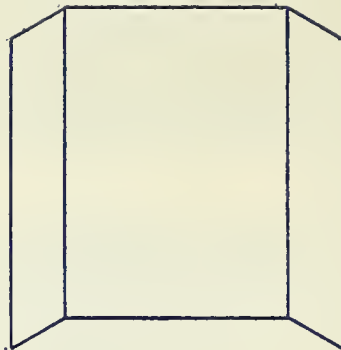
Modified "U"

Modified "L"

Flat background or shadow box

#### MODIFIED "U"

The modified "U" background is made up of three panels, two side panels and one panel across the back.



#### MODIFIED "L"

The modified "L" is a two-panel background.

#### SHADOW BOX

The flat background or shadow box is used in either a vertical or horizontal upright position.



Don't be a "square." The shape for your background should be rectangular, never square. Studies show that a square is less pleasing to the eye than a rectangle.

The size of your background, of course, is determined by your allotted space.

#### OBJECTS--MODELS--ARTICLES

When possible, use the real object or article. Live baby chicks or ducks are always attention-getters. Most stores will permit the use of a few baby chicks or ducks. Miniature models: Use such things as toy tractors, play food, and toy sewing machines, or dolls and doll clothing to substitute for the real thing. (Do not use real food.)

Figures: You can make figures of people with such materials as pipe cleaners, match sticks, and paper. These will be very effective.

Pictures: You might use drawings or sketches to help tell the story in your exhibit. As a last resort, use pictures cut from magazines.

## USEFUL MATERIALS

Seamless papers	Yardsticks
Wallpaper	Brass paper fasteners
Corrugated paper	Scissors
Heavy cardboard	Rubber cement or glue
Discarded mattress boxes (From these you can make your background.)	Waterpaints (These are non- flammable and therefore excellent for indoor use.)
Fabrics	Lumber
Masking tape	Hammer
Stapling gun	Nails
Pins	Saw
Tacks	Extra light bulbs and plugs
Lettering	Spotlights
Felt-point and other types of lettering pens and pencils	Extension cords

You'll want to collect this material, of course, before you start to build your window exhibit.

## ADD SOME COLOR

Use light or pastel colors for larger areas; use bright, bold colors sparingly. For instance, don't cover the entire background with a bold, bright red. Cover with a color like light grey, tan, or beige, and use the red or other bright color for accent.

## LETTERING--KEEP IT SIMPLE

Lettering should be simple, also clean and well spaced. Don't "decorate" your words or make your letters "fancy." Lettering books and stencil guides are available in book or dime stores. Don't try to mix colors in a word. You could use two colors in your message, say red and black. One word might carry more punch in a different color or in a different type style.

You can use yarn, clothesline rope, plastic rope, wire or even strips of cotton batting to form your letters for your caption and message.

For main and subheadings, you can buy the well-formed, cutout letters, in wood, plastic, cardboard, and gummed paper. They can be mounted with any of the quick-drying glues or with rubber cement. When mounting letters, space the letters by eye--not by measurement. Toward the front of your exhibit in legible type or lettering, use a credit line.

Minimum size of letters for window display:

Main caption-----3"	Identification labels-----1"
Message-----2 $\frac{1}{2}$ "	Credit line----- $\frac{1}{2}$ "

In a window display do not use detailed paragraphs or long sentences. It is a waste of time because such paragraphs and sentences will not be



read. Use three words or less in your main caption--one word is better. Use five words or less in your message--three words are better. Use one or two words for identification labels, and include a short statement giving the club name and where your audience can get more information.

A suggested credit line is: "Exhibit prepared by the "Shutter Bug" 4-H Photography Club. For information on becoming a 4-H "Shutter Bug," write to, or stop in to see, John Smith, Blank County 4-H Club Agent, County Extension Office."

Keep your exhibit simple--one idea--have a message--use color--use your imagination-----and GOOD LUCK!

For more detailed information on exhibit planning see, "Me, Plan An Exhibit? Why Sure," available from the county home demonstration agent.

After setting up your exhibit, judge it by this self-rating score card:

SUGGESTED EXHIBIT SCORE CARD

The exhibit:	Points
1. Effective message (caption or title sign): Short, catchy, appropriate, well worded to cover subject and suggest appropriate action.	15
2. Draws attention: An attention-getter that reinforces the main idea. Something unusual--motion, light, design, and/or color.	20
3. Holds attention: Tells a coherent, clearcut, one-idea message quickly. Arouses curiosity about the subject. Has systematic arrangement, easy to follow to tell the story.	25
4. Sells 4-H: Appeals to such motives as desire and need for income, health, comfort, convenience, recreation.	15
5. Presents pleasing appearance.	10
6. Uses explanatory material effectively: Material brief and easy to read. Size of charts, maps, placards and letters adequate (see letter size, page 7).	10
7. Tells where assistance and more information are available.	5
	<hr/>
	TOTAL POINTS 100

How did you rate: A score in the 90's-----good  
80's-----acceptable  
70's or lower-----rework your exhibit



## SUGGESTED EXHIBITS FOR 4-H CLUB WEEK

The following exhibits are suggestions. If you use these plans, change the exhibit to fit the project you wish to show. Also feel free to change the captions.

### U.S. POST OFFICE

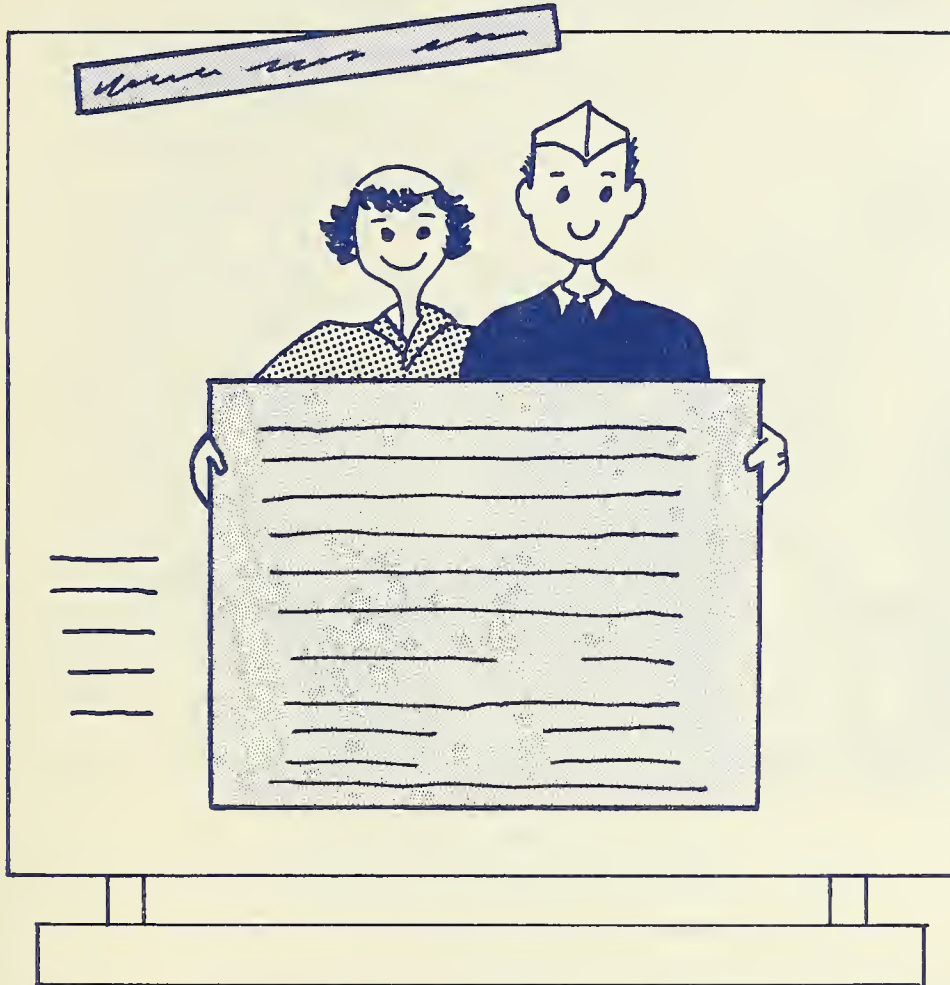


Exhibit: Promotional--General 4-H

Audience: 4-H boys and girls

Location: Post office, banks, co-op stores

Props: A flat background about 4' x 5'

Cutouts of a 4-h boy and girl

Captions: We're 4-H'ers. In 4-H We:

Learn to drive safely

Serve in community activities

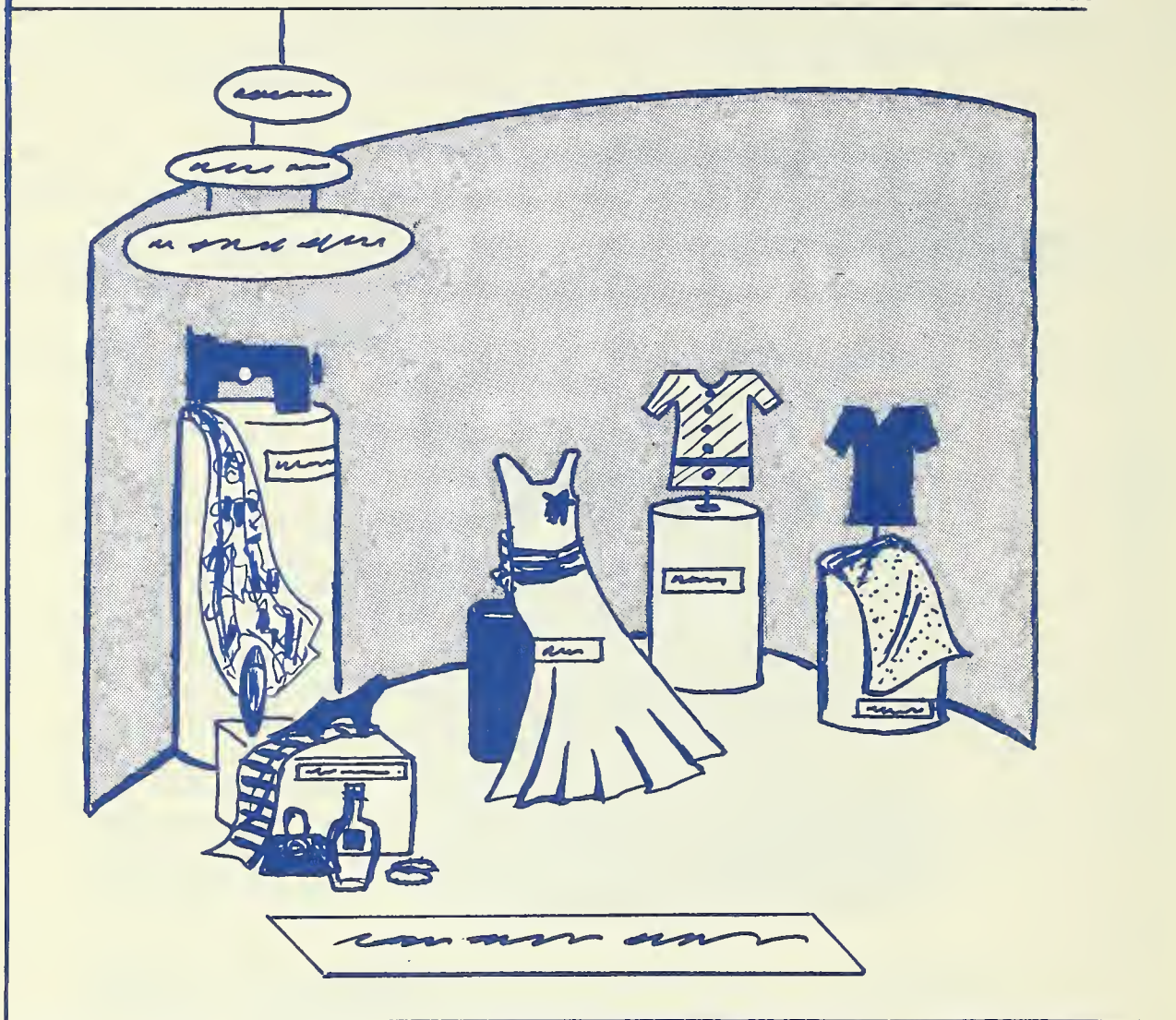
Live usefully

Earn from projects

Wouldn't you like to join?  
See your County 4-H agent  
National 4-H Club Week

Exhibit: Promotional--Clothing Project  
Audience: Non 4-H girls  
Location: Department or fabric stores

## TOWNS CLOTHING

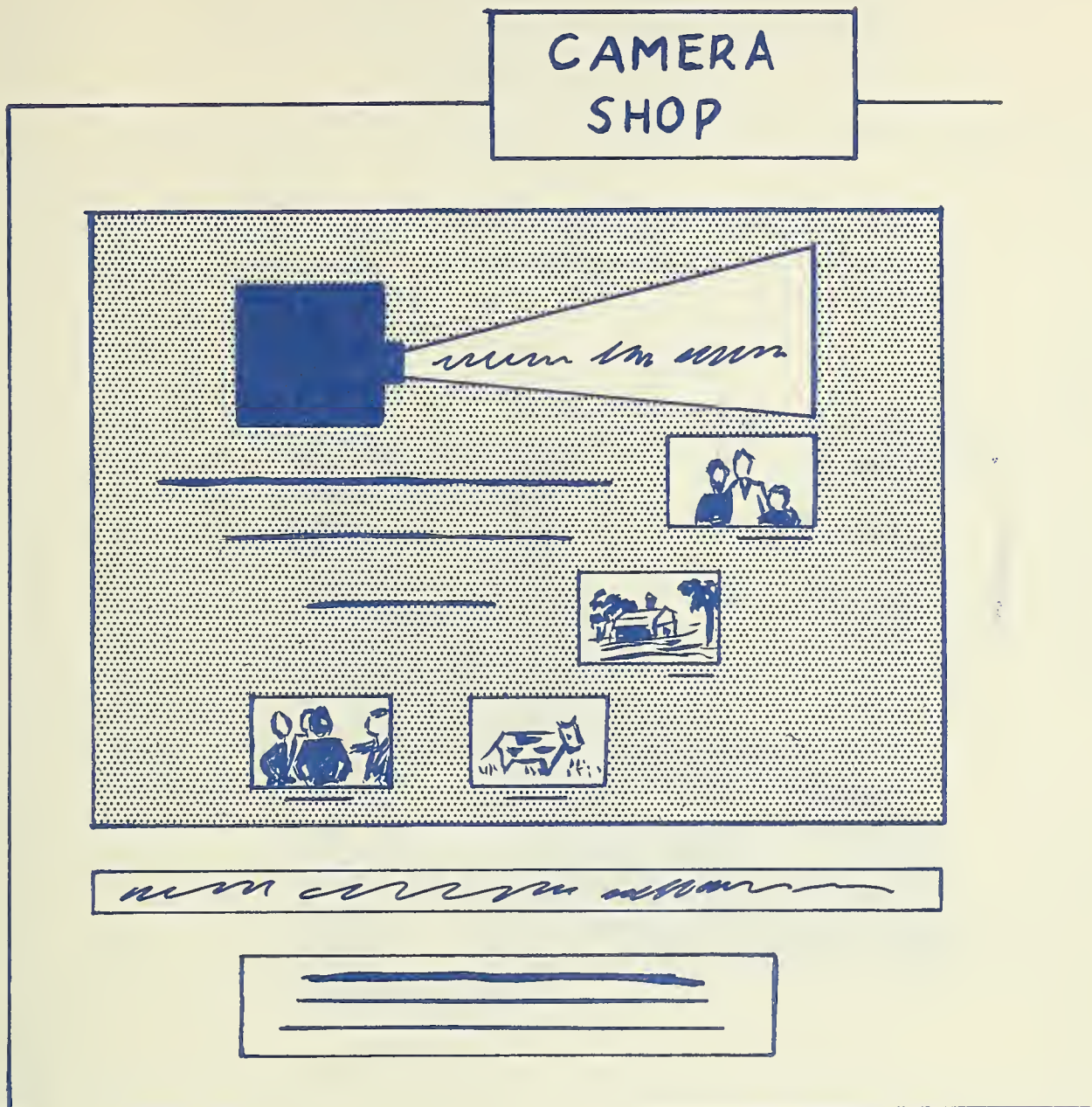


Props: Risers of different heights--round or square  
Sewing machine and a piece of material (2 yards)  
Material or items: 1 pop-over made in 1st year clothing  
Skirt or blouse made in 2nd year clothing  
Party dress made in advanced sewing, and accessories  
Captions and legends: Start the Bobbins With the Robins  
4-H'ers make clothes  
Pop-over Party dress  
Skirt or blouse Accessories  
Want to make your own clothes?

Join 4-H today!  
Call your County 4-H Agent



Exhibit: Promotional--Photography Project  
Audience: Non 4-H boys and girls  
Location: Camera, department, drug stores



Props: Shadow box or flat background 4' x 5'  
Camera, a cutout of a camera, or a picture of a camera  
Materials: 4 or 5, 8" x 10", 4-H photos  
Captions and legends: See the Birdie!  
Make Photography Your 4-H Project  
National 4-H Club Week

Join 4-H in Your Community  
See Your 4-H Agent--Phone--

Exhibit: Promotional--General 4-H

Audience: Non 4-H boys and girls

Location: Banks, stores, post office, schools

Props: Background to fit the window--4' x 5', or 5' x 7'

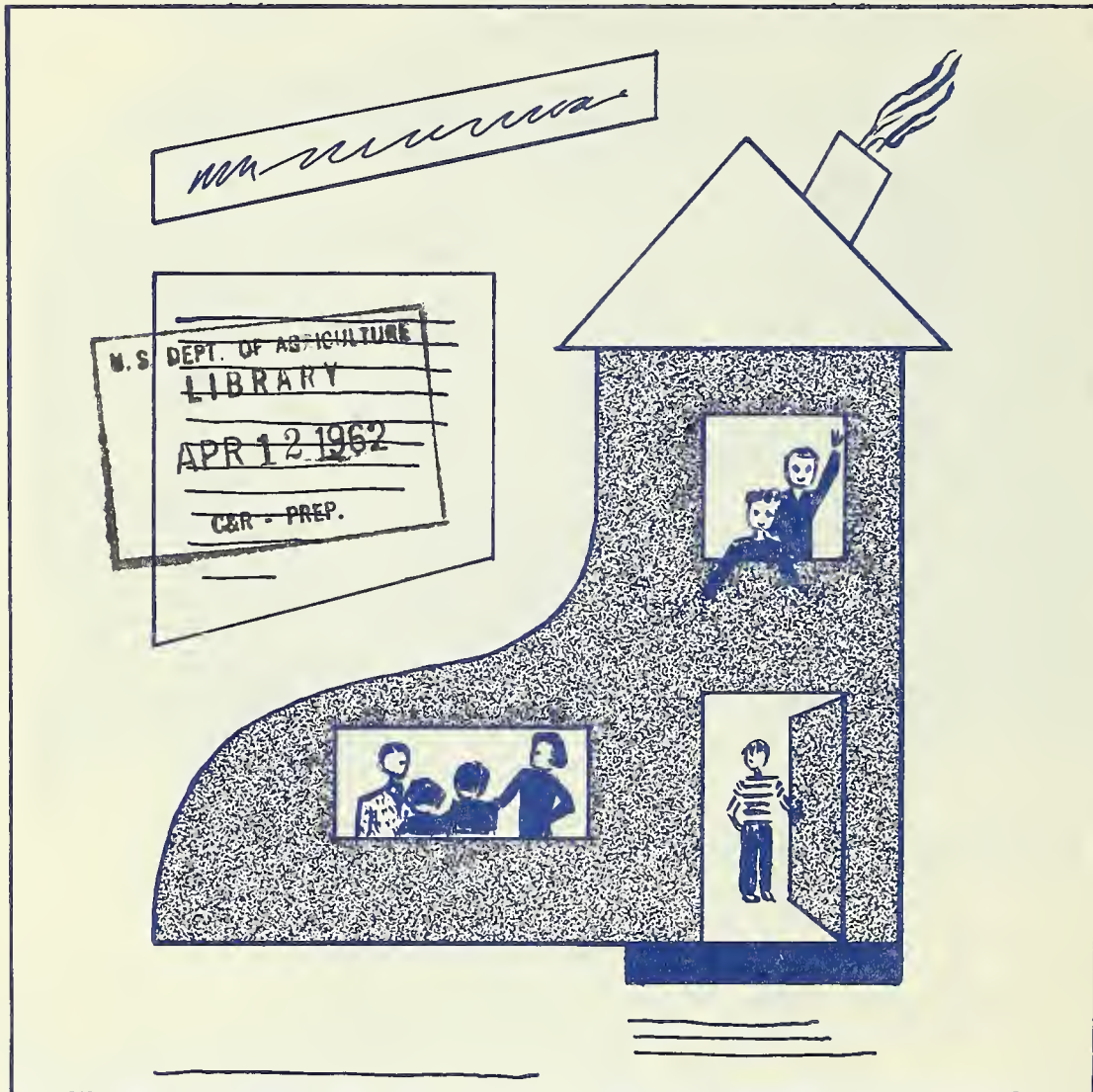
Large cutout shoe--cut from cardboard or construction paper

Cutouts of children--magazines, catalogs, etc.

Captions: There Was A Family.

National 4-H Club Week

You may not live in a shoe but,



There was a large family  
Who lived in a shoe.  
With so many children--  
Six or seven, quite a few--  
They lived in a town  
Where there was little to do  
So they got into mischief--  
And some trouble too.

Then they heard about 4-H--  
From an exhibit, they say,  
Now the shoe dwellers are 4-H'ers...  
Keeps them busy all day.  
Mom and dad are the leaders--  
They like 4-H too.  
And that's the story of the family  
Who lived in a shoe.

You can join 4-H....  
Call your County 4-H Agent.  
Prepared by Friendly 4-H Club

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